

Press Release

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FOR IMMEDIATE RELEASE

NORTON FIRM CLAIMS NATIONAL AWARD

NORTON- Shortt McCracken Stratton (SMS) Advertising recently claimed their first national award.

In April, SMS placed second in the national competition known as the Telly's. Held annually in Cincinnati, the Telly's showcase and recognize outstanding non-network and cable television programming and was later expanded to include non-broadcast video and film production.

According to Charlie McCracken, vice-president and senior creative partner with SMS, the firm submitted eight pieces in seven categories and placed second in the non-broadcast video and film category.

"We are very pleased with the results of this competition. This was our first ever entry into a national competition and the fact that we placed second our first time out, we feel, is a testament to the quality of work we provide our clients," McCracken said.

The award-winning piece was an eight-minute public relations film created for Pine Mountain Settlement School in Bledsoe, KY in their struggle with several coal companies wishing to conduct mountain top removal in and around the education

facility's campus. The film not only won a national award but also won the school their legal battle in pursuing a Land's Unsuitable designation for Pine Mountain.

Past winners in the non-broadcast video/film category include: Touchstone Pictures, Dreamworks SKG, Miramax Films, IBM, Microsoft, Boeing Corporation, Kenneth Copeland Ministries, and Proctor and Gamble.

Shortt McCracken Stratton is a full service advertising agency and public relations firm located in Norton, VA.